

57/WBHR/SM/17.

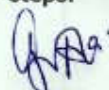
Dated, the 6th February, 2017

We have taken cognizance of an advertisement published prominently by hoardings put up in different corners of the city of Kolkata by **Narayana Super Speciality Hospital**, Howrah containing the following message:

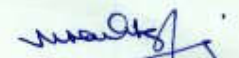
"Aapnar Somosto Anger Opar Royechhe Cancer-er Nazar"

The aforesaid advertisement is, inter alia, calculated to create panic. It has been put up aiming at aggrandizement of commercial interest clearly violating the regulations framed by the Indian Medical Council in exercise of powers under Section 20A read with Section 33(m) of the Indian Medical Council Act, 1956.

The Commission, therefore, prima facie is of the opinion that recommendation should be made for initiating proceedings against Narayana Super Speciality Hospital, Howrah under the provision of Indian Medical Council (Profession conduct, Etiquette and Ethics) Regulations, 2002 and recommendation should also be made for such further and other steps as may be considered necessary unless sufficient cause is shown by the said Narayana Super Speciality Hospital, Howrah by 06.03.17, which may persuade the Commission to refrain from taking any such step or steps.



Justice Girish Chandra Gupta)
Chairperson



Napanjit Mukherjee
Member



M. S. Dwivedy
Member



